

Leo Burnett

Memo

January 7, 1999

To: Lauren Steen - PM
Sonya Rush - PM
Renee Butler - PM
Tierney Curtis - 19
Kevin Tatum - 19
Laura Grey - 19
Julie Hipp - 19

cc: Chris Haws - 18
Donna Walker - 18
Pam Kaminsky - 18

From: Connie Bulanda

Re: 1999 Virginia Slims Database/Direct Marketing Plan

Attached for your reference for the Friday, 1/8 conference call are several charts that outline the final Virginia Slims Database/Direct Marketing Plan for 1999.

The first color chart outlines the overall Plan as follows:

- Expected In-Home Date
- Program Name
- Drop Date
- **Four Distinct Audience Groups**
 - Maintain – Slims Volume Responders 80+ Loyal, 0-12 months, Competitive Gift Responders, Slims New/Switched and Brand Verified
 - Convert/Increase SOP – Competitive Previous Responders, 0-12 months, PM and YAF Previous Responders, Competitive Channeled and Virginia Slims Responders 0-79% Loyal
 - Maintain/Reactivate – Slims Volume Responders, 13-24 months, Competitive Volume Responders, 13-24 months
 - Trial/Refresh – Competitive non-responders in key opportunity markets
- Estimated mailing quantity. As you know the quantity will vary from mailing to mailing based on the point in time that audience tapes are pulled.
- Specific mailings by audience group. Note, type of survey to be included and the number of coupons to be included in each mailing.



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- Color coded to reflect the different audience groups that will be receiving the same mailing formats.

The next four charts are specific to each audience group and outlines the following:

- Specific audience segments per audience group
- Coupon offers by segment by mailing
- Mailing version to be delivered to seed list

Please give me a call to discuss any questions or comments. Thanks.



Connie
X3788

(more→)

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Virginia Slims 1999 Marketing Plan -- as of 1/6/99

In-home Date Program	JAN	FEB 1-Feb V-W/ Sweeps 1/18/99	MAR	APR wk 1 Sweeps/ Spa 3/15/99	MAY wk 1 Equity/ 4/19/99	JUN	JUL	AUG wk 1 V-W 7/19/99	SEP wk 1 Equity 8/16/99	OCT wk 2 BOD Equity 9/27/99	NOV wk 2 Holiday 10/25/99	DEC
Drop Date												
Budget												
Direct				Menthol					Menthol			
Audience segment	Qty	V-Wear/ Sweeps Requal		Spa/ Loofah Gift RAF	Equity/ IAWT			V-Wear Requal		BOD? Equity FF RAF	Holiday Cause Related	
Maintain (6)	448											
VS Vol responders 80%+ (0-12mos)												
Dec 1-2	128	X2			X2			X2		X2	X2	
Dec 3-5	100	X2			X2			X2		X2	X2	
Dec 6-10	22	X2			X2			X2		X2	X2	
VS New/Switched/Brand Verified	67	X2			X2			X2		X2	X2	
Competitive gift responders	18	X2			X2			X2		X2	X2	
Slims age 65+	24	X2			X2			X2		X2	X2	
Vulnerable Geo	89	X2			X2			X2		X2	X2	
Convert/Increase SOP (7)	346	Sweeps 800# V-W Requal		Equity IAWT	Equity IAWT RAF			800# V-Wear Requal	Equity	Equity FF RAF	Holiday Cause Related	
Comp previous resp (0-12 mos)	137			X2	X2			X2	X2	X2	X2	
PM previous resp (0-12 mos)	46			X2	X2			X2	X2	X2	X2	
YAF previous resp	13			X2	X2			X2	X2	X2	X2	
Channeled	59			X2	X2			X2	X2	X2	X2	
VS Volume resp 0-79% (0-12mos)	54			X2	X2			X2	X2	X2	X2	
Vulnerable Geo	37			X2	X2			X2	X2	X2	X2	
Maintain/Reactivate (4)	133			Sweeps 800# V-W Requal	Spa Loofah RAF				Equity	Equity FF RAF		
VS Vol responders (13-24 mos)												
Dec 1-2	1							X3		X3		
Dec 3-5	21							X3		X3		
Dec 6-10	57							X3		X3		
Comp Vol responders (13-24 mos)												
Dec 1-5	50							X3		X3		
Dec 6-10	4							X3		X3		
Vulnerable Geo								X3		X3		
Trial/Refresh (5)	122			Sweeps 800# V-W Requal				800# V-Wear Requal	Equity	Equity FF RAF		
comp in oppt. markets not mailed	122							X2	X3	X3		
comp non-resp. mailed												

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Sweepstakes Requal Mailing

3/29 Drop

5/24 Drop

7/26 Drop

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